

retail advertising



DOLLAR VOLUME CONTRACT

| | 10% color discount | 10% color discount | 10% color discount | 20% color discount | 20% color discount |
|---------------------------|---------------------------------|--------------------|--------------------|--------------------|--------------------|
| per column inch rates | OPEN | \$2,000+ | \$4,000+ | \$5,000+ | \$10,000+ |
| Daily Rate . . . | \$16.35 | \$14.72 | \$14.39 | \$14.06 | \$13.73 |
| Weekend Rate . | \$17.99 | \$16.19 | \$15.83 | \$15.47 | \$15.11 |
| Non-Profit Rate | daily or Weekend \$10.88 | | | | |

DAILY PRIME POSITIONS

| flat rates | OPEN | 13x | 26x | 52x | |
|--|------------------|------------------|------------------|------------------|-------------------------------------|
| Daily Front Page 6x1.5 Full Color | \$250.00 | \$225.00 | \$200.00 | \$150.00 | includes 5,000 digital impressions |
| Weekend Front Page 6x1.5 Full Color | \$275.00 | \$248.00 | \$220.00 | \$165.00 | includes 7,500 digital impressions |
| Sports Front Page 6x2 Full Color | \$250.00 | \$225.00 | \$200.00 | \$125.00 | includes 12,000 digital impressions |
| Sports Weekend Front Page 6x2 Full Color | \$275.00 | \$248.00 | \$220.00 | \$138.00 | |
| Daily Obituary Page 6x1.5 B&W | \$200.00 | \$150.00 | \$100.00 | \$50.00 | |
| Daily Weather Page 4x1.5 B&W | \$200.00 | \$150.00 | \$100.00 | \$50.00 | |
| Daily Family Page 6x1.5 B&W | \$200.00 | \$150.00 | \$100.00 | \$50.00 | |
| Daily Stocks Page 2x2 B&W | \$100.00 | \$75.00 | \$50.00 | \$35.00 | |
| Spadia Wrap (2 pages) Tues-Fri Full Color Front. . | \$2000.00 | \$1750.00 | \$1250.00 | \$950.00 | |
| Adwrap-Daily (2 pgs-45# Bright White) B&W . . . | \$1700.00 | \$1500.00 | \$1250.00 | \$1000.00 | |
| Adwrap-Weekend (2 pgs-45# Brt Wht) B&W . . . | \$1870.00 | \$1650.00 | \$1375.00 | \$1100.00 | |

Digital impressions per month, 25% pick-up discount on 2nd insertion within 7 days except Weekend, 50% pick-up discount on 3-7 insertion within 7 days except Weekend, 50% pick-up discount on Monday or Tuesday within 7 days, Pick-up ads do not include additional impressions, Additional impressions can be added at \$12/M